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 ... The use of real photographs, rather than cartoons, was recommended by Kar- vonen and ...  
 e-commerce web sites because it reduces the perceived risks of wasting time, deception, and ...  
 They also confirmed that displaying a trusted seal could promote online trust and influ- ence ...  
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**The role of third-party seals in building trust online**

DP Cook, W Luo - *E-Services Journal*, 2003 - [muse.jhu.edu](#)  
 ... Namely, they address the twin customer concerns of privacy and security. ... How often is the process  
 performed and by whom? While some third-party seal programs audit online vendors on a monthly  
 basis, others provide real time updates based on customer feedback. ...  
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V Shankar, GL Urban, F Sultan - *The Journal of Strategic Information Systems*, 2002 - Elsevier  
 ... The information systems and e-business perspective on trust has grown over time. ... They found  
 that real-world feel, ease of use, expertise, trustworthiness, and tailoring to be the most ... A few  
 studies have examined online trust in customer support and international contexts. ...  
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**[PDF] Trust in e-Commerce**

MM Heide, P Hasanain - *Quarterly Journal of Electronic Commerce*, 2002 - [csz.szu.edu.tw](#)  
 ... Without contact with "real," physical elements (such as salespeople, buildings, prod- ucts, etc.),  
 online consumers ... this paper focuses on trust seals as a mediating factor in building online  
 consumer trust. Trust is a dynamic process that may deepen or retreat over time and with ...  
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GI Controre, B Kracher, S Wiedembeck - *International Journal of Human- ...*, 2003 - Elsevier  
 ... Reeves and Nass (1996) have recently examined how people treat new technologies as real people,  
 and by ... an attitude of confident expectation in an online situation of risk that one's vulnerabilities  
 will ... recovers immediately, but recovery of trust to prior levels occurs over a longer time. ...  
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**Role of electronic trust in online retailing**

A Mukherjee, P Nath - *European Journal of Marketing*, 2007 - [emeraldinsight.com](#)  
 ... between buyer and products (Yoon, 2002); absence of simultaneous existence in time and space ...  
 from existing trust frameworks (Novak, 1999), but as an alternative, real, yet computer ... ambiguity  
 as to whether these investments have an impact on online customers' perceptions ...  
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 ... time. Trust is driven by past experiences, long-term orientation, positive trusting stance, ... site  
 elements relating to trust. They found that real-world feel, ease of use, expertise, ... A problem  
 that runs throughout most of the studies on online trust is the lack of ...  
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**Trust online**

B Friedman, PH Phan Jr, DC Howe - *Communications of the ACM*, 2003 - [portal.acm.org](#)  
 ... server) fails to perform as expected, resulting in some harm, perhaps the loss of time, information,  
 or ... is the deception online any greater than its counterpart in real life ... of approval, which would  
 seem to offer an independent assessment of how well an online organization ensures ...  
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**Empirical research in on-line trust: a review and critical assessment**

S Gralerer-Kibitzer, EA Kausche - *International Journal of Human- ...*, 2003 - Elsevier  
 ... Available online 17 May ... seems little assurance that the customer will get what she or he sees  
 on the computer screen, at a certain time and in ... of personal interaction disappear or are  
 inapplicable (eg facial play, gesture, body language) that are used in the real world ( Winand ...  
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Y Shankar, F Sultan, GL Urban - *Journal of Marketing*, 2003 - *Ann Marketing Assoc*  
 ... Second, our study is a large-scale empirical study of real consumer perceptions of known US  
 Web sites. ... In studies of buyer-seller relationships, trust in a sales agent evolves over time and  
 is based on a buyer's ... Online Trust Risk Ticket Price the Site Good/Service Privacy + ...  
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D. Currie, P. Leonard, S. Tymer - US Patent App. 10/115,875, 2002 - Google Patents  
... 6.0.10 Medical Technology Exchange eCatalyst.com 9.5 aSusiness Consulting Hedicon Online Pharmacy Tuftenetworks ... more particularly, to a method and apparatus for providing **real-time** third-party ... have been made to provide third-party verification of **on-line** services, such ...  
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AR Jutla, JAO Ruiz, P Brown - ... of the 3rd European Conference on e- ... 2003 - Citeseer  
... of such printer is to create a physical record of each vote, verifiable by voters in **real-time**, and useful ... Nevertheless, if paper is to be used, the architecture allows improving the **security** offered by the physical paper ... Presented to the Democracy Online Project's National Task Force ...  
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M Lehtonen, P Michalewicz, E Fleisch - IEEE Systems Journal, 2007 - ieee-project.eu  
... We finish with discussion and conclusions. 1[Online]. Available: <http://www.epicglobalinc.org> 11. ... These threats are illustrated as black ovals in Fig. 2. Page 7. LEHTONEN et al.: TRUST AND SECURITY IN RFID-BASED PRODUCT AUTHENTICATION SYSTEMS 135 ...  
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S Peters - mediabistro.com  
... game to a friend, piece together a panda puzzle, while watching **real-time** streaming video ... injection could be performed on the home-based authentication software, within the **on-line** application site ... Thus, when the homepage learned of the flaw in their online application system ...  
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JK Simaria, HS Wikes, JC Simon - AMCIS 2009 Proceedings, 2009 - ariel.ariel.org  
... in the Internet infrastructure is to trust in the safety and integrity of the fundamental **security** measures used to ... elements of social presence (eg, e-mail links, images of service representatives, and options to **speak online** with service representatives in **real time**). ...  
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A Gram, BJS Scheil - ... Annual Conference on Privacy, Security and Trust, 2004 - Citeseer  
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A Reina, P Brown - Electronic Journal of e-Government, 2003 - ejeg.com  
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